

A research study on producing farmer's perception towards APCOS with special reference to Kozhikode district of Kerala

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Abstract: The paper makes an attempt to examine the milk producer's perception towards Kozikodu Dist. Anand Pattern Milk Cooperative society with the help of an empirical study conducted in Four selected taluks of Kozhikodu district of Kerala. The identification of findings clearly show that the production of milk varies from age, experience and education. The proposed study clearly indicates the service rendered by APCOS helps the farmers to sustain their life through the cattle rearing through allocating loans, subsidy from the Federation, provision of animal health, assistance government programmes, and subsidy for fodder. As a result the knowledge based outcome of the farmers are well established.

Index terms: Milk Producing farmers, cooperative societies, APCOS

Inroduction:-

Milk industry became one of the major industry in the world of food and nutrition. Dairy sector plays a pivotal role in the socio-economic scenario and development of rural people of India. As we know that India is a village based society formed in the past and its now emerging as an urban society. Milk programmes provides livelihood to the millions of villagers in the different parts of India. This sector plays an important role of economic conditions of the rural families, generating employments in rural sector especially to marginal farmers, women employment also provides nutritional food to the people in India.

India holds the largest population of milking animals in the world with 210 million of cows. Dairy production enthrones India in first rank with 80 million tons annually. India is not only the largest producer but also the largest milk consumer. Indian dairy is much unorganized system because it is driven by co-operative and non-governmental based dairy programmes and also private sector dairy programmes. In Indian industry there is gradual shift to daily milk to a value added product milk programme. It may realise that margin force the dairy based society gives cattle feed to farmers and societies. The achievement through the operation Flood phase no.1 and 2 Kerala also become one of the major producers of milk in the rural area and also consumers of milk both in rural and urban and cosmopolitan cities. Kerala produced about 2738000 Tons of milk in 2018-19. Dairy Co-operatives procure about 2173000 Tons of milk which is about 15 per cent of the milk produced in the State and sell around 13 Tones every day.The shortfall of milk procurement in the State is fulfilled through outsourcing of milk from neighboring states during the time of festive season. Kerala is helped by other states for the milk even though there is lot of farmers and dairy cooperative systems.

Need for study.

India become one of the largest milk producers in the world. Indian Dairy industry is the second largest employment provider in rural household. When we broaden the concept of village based cooperative society, there will be a huge number of employment come under the industry. Most of the milk provider is farmers. Even though Government opens opportunities to farm based industries programmes, still Village based families producing milk in rural areas. Farmers faces many challenges in the area of milk farming. In Kerala milk producers in the village take up milk as an additional income parallel to agriculture, Using of

cow dung and slurry are becomes the manure for their agriculture. There are many challenges faces in the field like monopoly of the one system like government based cooperatives or private dairy systems is less profitable for farmers. So that farmers cannot challenge or bargain for their product. Due to the high rate of the fodder and less rate of milk become unaffordable for the farmers to sustain with the milk based programmes alone. Here the researcher tries to study about the what are the problems facing the farmers and what are the additional benefits providing by the government to sustain the milk farmers

Objectives of the study

1. To study the impact of milk-producing farmers demographic factors.
2. To analyze the satisfactory factors of the producers towards milk co-operative societies.
3. To investigate the various factors that are rendered by the APCOS under Malabar Milk Union of *Milma*
4. To study about the dissatisfactory factors of producers towards APCOS in Malabar Milk Union of *Milma*

Hypothesis

- There is no relation between demographic factors and quality of milk of producers.
- There is no relation between milk societies in village level and in Union level in Malabar union of *Milma*
- There is no relation between the price fixing factor of authorities and producers of milk in village societies
- There is no significant relation between government related officers and producers of milk
- There is a relation between Unions and Federation regarding the fixation of prices of finished products.
- There is a nominal relation between quality of milk and service renders by Village level society (APCOS) to producers of milk.

Review of Literatures

Navak and Bandyopadhyay, 2004 The success of the co-operative was the inspiration and contribution of co-operatives in England and in other European countries. Then gradually this movement spread across the whole world with the re-formation of International Co-operative Alliance (ICA) in 1895. The co-operative principles supported by ICA was mainly encourages from the principles followed by the Rochdale Society of Equitable pioneers. These principles were declared by ICA in 1934, 1937 and in 1966. In final 1995 ICA has re-arranged and reformed a “statement of co-operative identity”, which was finalized by the general assembly of ICA. At present ICA is the globalised and the widest organization of the co-operatives working in the entire world today..

The United Nations Orgaization (UNO) 2010According to the report of UNO the co-operation in social development gives importance of co-operative to the social, economical, agricultural and financial co-operation contributes to the long-term solutions for the food security and a more inclusive financial system. It suggests the proclaiming 2012 as an international year of co-operative opportunity to highlight.

Mumba, Samuai, Pandey and Tambo(2012)Emphasize the case study about the socio economical development of small holders in dairy experience for the house hold level of dairy education to improve the

development of the society. Economically developed countries are tries to overpower the India. The important gains of india is the significant of small holders in dairy farms. India is the largest and widest cattle and buffalo population in the world.

From a drop to a flood Kurian V. In his opinion and the study about the advance ment of co operative programmes and operatioanal flood programme of the central government gives a daily income and the poor people became employees of the dairy farms. He realized the price of producers co-operative structure has been the middle point of the dairy farm production.

S.S Ambhore & V.B Bhise. According to the thorough study on Economic Impact of Dairy co-operative on Indian ordinary farmers. It gives priority to the primary milk co-operative societies systems act as Milk Company offering milk as their product, sale eighter to the dairy plant or to the milk unit.

It is absolutely necessary to provide the different kinds of services like supplies of cattle, door collection of milk and marketing milk products through the arrangements between dairy man and to make effective agreement into effect the programme. At last it is easily influenced as far as possible a systematic plan for achieving a particular aim should begin venture on co-operative basis of milk supply in Anand pattern.

Animesh Banergee, concludes in his article invite someone to do something demanding for the process of making something continue of small holders is to give authority to make someone stronger or more confident enough to participate. This Co-operatives organized this as a business enterprises for the benefit of the members particularly to poor and needy in difficult economic times and of market failures.

Particularly it is mentioned in the remote rural areas to enable the poor people to motivate and improve their daily conditions of life. They help the rural areas people to support their employment and raising their incomes and making them to be aware how to reduce poverty, social protection and the community building. Through this co-operatives they directly get benefit for their daily life and get the impression of positive transformation of the society on the economical status.

All districts of Kerala is having achieved fame, with good share. This helped in giving mortal not only the exchange of our nourished but also helped to promote the development of more satisfactory and effective way in which two or more people into the APCOS and cattle feed plants.

Dairy economy of Kerala- An over view.

‘Organisational structure of Dairy Co-operatives in Kerala’: On the basis of three –tier system of operation working fully based on the principle that all the members of society are equal according to the Anand pattern of milk production. At the lowest point of the arrangement about something according to a plan there are village level milk processing unions and at the top of the social system, and there are state level milk processing unions of marketing in a small divisions. Each society has their own ability to perceive clearly their plans. Though these co-operatives are different from a thing which has its own distinct and independent existence by law they function as parts of a single plan. So it becomes to the highest degree not based on to the primary members to tax their income at each tier of the plans. As stated by Kerala Co-operative Milk Marketting Federation (KCMMF) was formed in 1980. When KCMMF formed regional unions of primary co-operatives the traditional unions lost their values. They are the Thiruvananthapuram Regional co-operative Milk Producers Union (TRCMPU) have as an essential feature of Trivandrum,

Kollam, Pathanamthitta, and Alappuzha districts, Ernakulam Regional co-operative milk producers Union (ERCMPU) have as an essential feature of Kottayam, Idukki, union covering the districts of Palghattu, Malapuram, Kozhikodu, Kannur, Wayanadu and Kasargod. The present dairy co-operatives in Kerala can be generally divided into three, viz the three-tier Anand pattern societies under (KCMMF) the two tier relating or in accordance with what is generally done for the societies and those approach under relating to the assistance of those in need an organization.

Village Milk Co-operative Societies in the Anand Pattern.

A typical of the countryside rather than the town co-operatives basic structure is built in a self contained district or a community within a town where milk producers live and keep their milk animals. In the demand for a particular product of dairy development milk co-operatives have become gradually visible as the most causing people a systematic approach of farmers, which can handle to obtain something, like transport, in order to move forward in an orderly way and overall the promotion and selling of the milk create something in rural areas. The arrangement of Anand Pattern which was originally a two –tier system is now a four tier co-operative arrangement have as an essential feature of primary milk producers co-operative societies at the community level, district level, state level, and the national level NCDFI. The arrangement and performance of an activity is natural of each unit in at a higher level than the organized scheme is the summary of the facts in a case given to make something clear by giving a detailed description.

Methodology

Source of data:

Primary data: Primary data are collected from 275 milk produce farmers from four taluk of Kozikode district (Kozhikode, Vatakara, Koyilandy and Thamarassery) of Kerala using random sampling method

Secondry Data: Secondry datas collected from Books, Journals and websites.

Sample design

1. Sampling unit. Those who produce milk to government co-operative societies in Kozhikode in Kerala state.
2. Sampling size. 275. Sixty eight farmers each from 3 thaluks called Vatakara, Koyilandy and Thamarassery. Rest seventy one farmers from the peri urban areas Kozikodu corporation
3. Sampling Method: Random Sampling

Tools for collection of data

The questionnaire was the chief tool for collecting the data from the milk producers. The first part of questionnaire consists of demographic natures of respondents and the second part contains the behaviour pattern of milk producers and third part consist of awareness toward the milk programmes is take into consideration.

Tools for analysis

The following statistical analysis were conducted: Descriptive percentage analysis, Chi-square analysis, SPSS Ford man Ranking, Microsoft Excel 2010.

Demographic Profile		
Age	Frequency	Percentage
below25	2	2%
26-35	17	14.16%
36-45	63	52.50%
46-56	35	29%
Gender		
Male	80	66.60%
Female	40	33.30%
Marital Status		
Married	100	92%
Unmarried	20	33.30%
Education		
Non Educated	10	8.33%
Primary	30	25.00%
Secondary	70	58.33%
Higher	10	8.33%
Income		
Rs 20000-50000	7	5.83%
50001-99000	88	73.33%
1 Lakhs-2Lakhs	25	21%

Ist Digram

From the first part of above diagram, it is clear 15% of the samples are below the age of 26-35 and 52.50% are between 36-45 whereas the remaining 29% are above 50 among the age group. From the second part of above diagram it is clear 66.60% of the samples are male whereas the remaining 33.30% are female in the gender group. From the fourth above diagram it is clear 92% of the samples are married and whereas the remaining 33.30% are unmarried among the group. From the fourth above diagram it is clear 33.33% of the samples are below 10th standard and 58.33% are pre degree whereas the remaining 8.33% are degree among the education level group. Coming to the last part diagram it is clear 79.33% of the samples are below one lakh annual income and 21% are between one and two lakh of annual income

Ind Diagram

Behaviour pattern of producer		
Membership in any other society		
Pattern	Frequency	Percentage
Yes	65	24%
No	210	76.00%
Training in dairy farming if any		
Yes	70	27%
No	205	73.00%
Satisfied with Price		
yes	70	25%
No	165	60.00%
No comments	40	15.00%
Getting of Chartered price		
Yes	180	62.00%
No	95	38.00%
Accuracy of writing in Pass book		
Yes	150	55.00%
No	125	45.00%
Economic Stability		
Yes	80	30.00%
No	195	70.00%

From the above diagram it is clear 24% of the samples are members in other co-operative societies whereas the remaining 76% are not members in any other co-operatives, second session from the above diagram it is clear 25% of the samples are satisfied about the price and 60% are not satisfied about the price whereas the remaining 15% did not give any comments on this questions asked. From the third session of the above diagram it is clear 62% of the samples believe that they get the charted price for their product and 38% do not believe that they get the charted price for their product. From the above diagram the fourth session it is clear 55% of the samples believe that there is accuracy of price in their pass book and 45% do not believe that there is no accuracy of price in their pass book. From the last session above diagram it is clear that only 30% of the samples have economic stability by pouring the milk in APCOS whereas 70% of the samples do not have the economic stability by pouring the milk in APCOS.

IIIrd Diagram

Awariness of Farmers about the society programme		
Asking of suggestion on price fixation	Frequency	Percentage
Yes	25	9.00%
No	250	91.00%
Price of milk enough to meet expenses		
Yes	105	38.00%
No	170	62%
Knowledge about milk grading		
Yes	90	46.00%
No	105	54.00%
Parameters of milk checking shown to client		
Yes	68	25%
No	207	75.00%
Complaints		
To the secratary	46	17.00%
To the president	78	28.00%
To the Executive	54	18.00%
to the govt.authority	38	14.00%
no complaint	62	23.00%
Any govt. benefits		
Yes	168	61.00%
No	107	39.00%

From the first part of above diagram it is clear that only 9percent of the samples are asked for any suggestion by officials regarding the fixation price and the remaining 91 percent are never asked for any suggestion by officials regarding the fixation price. From the 2nd above diagram it is clear for 38 percent of the samples the price is enough to meet the expenses whereas for the remaining 62 percent the price is not enough. From the 3rd above diagram it is clear 46 percent of the samples know that milk is grading through the percentage of solid nonfat content and the remaining 54 percent don't know that milk is grading through the percentage of solid nonfat content. From the 4th above diagram it is clear 25 percent of the APCOS secretaries shows the parameters of checking to the respondants whereas 75 percent of the APCOS secretaries do not show the parameters of checking to the respondants. From the above 5th diagram shows that when there is a complaint about valuation of the product, 17 percent report to the secratary, 28 percent report to the presindent, 18 percent report to the executive 14 percent report to government authority and the remaining 23 do not have any complaints. From the 6th diagram it is clear that 61 percent of the samples are benefitting other government aids by giving milk at APCOS whereas 39 percent of the samples are not benefitting any other government aids by giving milk at APCOS.

IVth Daigram

Benefits from the Govt based Society		
Farmer gets value for their product		
YES	166	42.00%
No	159	58.00%
Satisfaction about price		
Yes	66	24.00%
NO	209	76.00%
Profitable sale		
Local Market	193	70.00%
APCOS sale	82	30.00%
Other benefits		
Yes	168	61.00%
No	107	39.00%
Loan from Govt.		
Yes	202	73.00%
No	73	27.00%
Subsidy during draught		
Yes	210	76.00%
No	65	24.00%
Equality of status getting benefits from govt.		
Yes	109	40.00%
No	166	60.00%
Circular and notice from Govt. on time		
Yes	158	61.00%
No	99	39.00%

From the 1st part diagram it is clear 42 percent of the samples are of the opinion that they get value for their product if the APCOS in profit or loss but 58 percent are of the opinion that they do not get value for their product if the APCOS in profit or loss. From the 2nd part diagram it is clear only 24 percent of the samples are satisfied with the price they get for their product but 76 percent are not satisfied with the price. the 3rd part above diagram it is clear only 30% of the samples believe that APCOS sale is profitable whereas 70 percent believe local sale is profitable. From the 4th above diagram it is clear 61 percent of the samples get other benefits by pouring milk at APCOS whereas 39 percent do not get any other benefits by pouring milk at APCOS. From 5th part of the above diagram it is clear 73 percent of the respondents get cow loan from government whereas 27 percent do not get cow loan from the government. From the 6th part of above diagram it is clear 76 percent of the respondents get subsidy for milk in draught season and 27 percent do not get subsidy for milk in draught season. From the 7th part of above diagram it is clear 63 percent of the respondents get subsidy for calf rearing and 37 percent do not get subsidy for calf rearing. From 8th part of the above diagram it is clear only 40 percent of the respondents get subsidy equality status by getting profitable benefits from government and 60% do not get equality status by getting profitable benefits from government. From 9th part of the above diagram it is clear 61 percent of the respondents get circular and notification regarding the programs of government on time and 39 percent do not get circular and notification regarding the programs of government on time.

Awareness pattern expected at producers		
Equality in Govt. benefit		
	Frequency	percentage
Yes	158	39.00%
No	99	61.00%
Govt. circular and notice on time		
Yes	158	61.00%
No	99	39.00%
Expectation of price hiking		
Yes	178	65.00%
No	97	35.00%
Acceptance of suggestion		
Yes	170	57.00%
No	105	43.00%
Any other selling option		
Local market	62	24.00%
Families	65	23.00%
Hotels	92	33.00%
Bakery shops	56	20.00%
Concession based on quality of milk		
Yes	93	34.00%
No	182	66.00%
Payment of premium		
Yes	189	69.00%
No	86	31.00%
Calf rearing subsidy if any		
Yes	178	65.00%
No	97	35.00%
Availability of cattle feeds		
Yes	215	78.00%

No	60	22.00%
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From the above diagram it is clear only 40 percent of the respondents get subsidy equality status by getting profitable benefits from government and 60 percent do not get equality status by getting profitable benefits from government. From the 2nd discussion diagram it is clear 61 percent of the respondents get circular and notification regarding the programs of government on time and 39 percent do not get circular and notification regarding the programs of government on time. From the 3rd discussion diagram it is clear 65 percent of the respondents enjoy freedom of price hiking and 35 percent do not get freedom of price hiking and other benefits. From the 4th discussed diagram it is clear 57 percent of the samples feel that the APCOS authority consider them and accept the suggestions whereas 43 percent do not feel that the APCOS authority consider them and accept the suggestions. The 5th discussed diagram shows 24 percent of the samples sell the milk at local market, 23% at families, 33 percent at hotels and the remaining 20 percent at bakery shops. From 6th discussed diagram it is clear only 34 percent of the samples get concessions based on the quality of the milk they give and 66 percent do not get any concession based on the quality of the milk. The 7th discussed diagram shows 69 percent of the samples pay the premium duly but 31 percent of sample fail to pay the premium. From the 8th part of diagram it is clear only 65 percent of the samples are receives more subsidies from the society whereas 35 percent are not getting the benefit from the same. From the last diagram it is clear 78 percent of the samples get cattle feed and only 22 percent do not get the cattle feed.

Findings:-

1. Milk producing farmers with an age group of 40-50 are able to yield more milk compared to other age groups.
2. Educational qualification of farmers 67 percent of the farmers are completed the basic litereacy and 27.5 percent of farmers have secondary school education and 6.5 percent are above studied degree based courses.
3. Farmers with basic educational qualified earn more yield than illiterate farmers
4. The information regarding subsidies is available with the milk producing farmers. 67 percent of farmers are aware of subsidies and rest is also enjoys the subsidies
5. According to the survey there is a difference in services varied by APCOS from place to place due to the seasonal and local self-government programmes.
6. Farmers are unaware about the training programmes. Those get awareness cannot attend the programme because of the unavailability of transportation. Farmers cannot reach in home on time to milking the cow in the afternoon session
7. Most of the respondents commented that APCOS give subsidy to the Farmers especially during the drought season according to their quality of milk. Rs. 4-8 as an addition to the price. During the season farmer is paid Rs.34 -40. Through this farmers gets an additional payment for sustain their life during the draught season and also it is a appreciation factor for APCOS.
8. In some villages there are no insurance services and in some villages there is a difference in premium.
9. Most of the milk producing farmers are satisfied with the services rendered from APCOS.
10. Farmers are satisfied with feed supplied by APCOS in a nominal price.

Conclusion:-

Is a research work done in the milk producing farmers in Kerala State northern part in Kozhikode district. It examined, envisioned the impact of cooperative milk society, supports milk farmers to have sustainable

development and standardization of living in their living area. This research studied how the living standard of people becomes fair and improving of economic and financial upbringing has done through milk farmers

India has become one of the major leader of milk procurement and marketing of milk in the world. The role of the milk cooperative society plays a vital role in enhance the farmers to come in to a main stream of the society and also to nation.

Kerala state concern primary objective of cooperative societies (APCOS) is to procure and quality milk their role is extensive in reaching out the milk to federation the n market to urban inhabitants stimulating to take up milk farming as core or optional employment by providing financial and materialistic support as and when needed.

It is observed that farmers who have basic education have knowledge to yield more milk from the animals and take needed care to their cattle. By the assistance of APCOS the farmers can get better knowledge about the new methods of cattle rearing and through that the farmers can have better life standard than before. They are also can economically sound family

Undoubtedly from the research we can come into the conclusion that APCOS is very successful in the research area by extending the service in the deepest level, going into the milk farmers extend the helping hand to the villages of Kozhikode district in Kerala state. Through this study it is identified that APCOS can do some more development in the study area by supporting the village giving more transportation facility to interior so that farmers can afford the transportation expenses,

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